

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

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## Daffydillies, Acacias, Crocus are ripe in the Valley of the Moon

Well, the daffodils-jonquils-narcissi (anyone ever satisfactorily explain to you the difference?) are coming out all over the Valley. Cute little things, harbingers of spring. And you'll see the acacia trees slowly developing their gorgeous yellow colorings throughout this area. And why don't we have an Acacia festival, each year?

**The first lesson a child learns at his mother's knee nowadays is to be careful of her stockings. VALLEY WATCH REPAIR, Boyce.**

Just read an article in the Sebewaing (Mich.) Blade telling of the boys from way down south around Cincinnati coming up there, netting fish, and (with a new process) conveying these fish down to the southern Ohio man-made ponds, with no losses. (500 miles.)

Wonder why this couldn't be adapted in this area. In Ohio they bulldoze certain areas where there is some water, stock the ponds with fish, sell the right to fish for a nominal sum, and they're doing a tremendous business. Some of our ranchers hereabouts undoubtedly could do something like this right in our Valley, and make some "real" money.

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

They haven't yet done anything about the "depressed" manholes on Boyce boulevard. Yes, one is even with the pavement. But on the way up to Arnold drive there are five or six, depressed about 2 inches, that are a definite traffic hazard.

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

Got so blamed mad one day this week. Followed a car which stopped frequently and filled various mailboxes in what actually is

Boyes Springs territory, some of it within a half mile of the Boyes postoffice. This "foreign" delivery car was from the Sonoma postoffice. What business have they got crossing the border? We'd be a little bit ashamed to have our mail addressed "Sonoma" when we live in Boyes Springs. Just as well make your address Santa Rosa, Napa or Petaluma! There is such a thing as civic pride. People who live here should be served by the Boyes office—and with a little stepped-up prodding, maybe we could get "rural delivery" from our own postoffice.

**BANCROFT NURSERY, Sonoma.** Balmy weather coming up—and it's planting time. See our stocks of seeds, bulbs, plants, shrubs.

So it's getting along toward income tax time. You know you might be able to save some money if you had a tax expert make out your income tax return. Ed Reedy, with offices right here in Boyes Springs, is an honest-to-goodness expert, his charges are most reasonable, and you could save yourself a lot of horrendous desk work, a lot of time, and maybe save some money, if you'd let him do your home work. Well worth a good try this year.

**SONOMA MISSION INN, Boyes.** Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

We've thought it for a long time, and more recently at an accelerated rate, of the dirty, unethical and plain reprehensible tactics used by the state board of beverage control to secure convictions for minor violations of its regulations.

The laws are there, of course, and should be obeyed. But when members of the enforcement division deliberately endeavor to assure violations on the part of an affable licensee or his assistants, we believe they're guilty of one of the worst of all major sins — that of double-crossing. If we ever met one of these scums of the earth we'd punch him right on the nose.

**ADOBE DRUG (Ray S. Duer, 417 First St. W., Sonoma. WE 8-2971.**  
**Prescription Specialists                      Veterinary Supplies**

Noted just recently some of our local dealers listing a few of their used cars for sale—but with no prices listed. That's the way they do it back in the midwest—and it isn't now nor never was any good. Are the prices so high they're afraid to do any quoting?

**TOWN HOUSE SUPPER CLUB, Glen Ellen.** Wonderful cuisine. Exotic atmosphere. Music weekends. Finest cocktails. The Amantes.  
**WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs.** Texaco station. Seat covers, floor mats, truck cushions, interior work.

Saw Victor Borge on television the other night, and his "own story" is now running in the SatEvePost.

Knew him down in Chatsworth. He donated \$200 to a chamber



of commerce building, and shortly thereafter was named as honorary mayor of the town. Installation night he arrived promptly, put on one of his musical monologues, and was a real star. Just as casual and relaxed as when you see him from New York, with a fantastic sum paid him nowadays. Currently he's appearing in Las Vegas. But, arriving here 13 years ago, penniless, speaking no English, and with a youthful background fraught with trials and tribulations, Victor has gone far, and will go farther. Probably he wouldn't remember us at all, but happily we can say we almost or just about knew him!

**SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.**

The biggest problems for the road safety campaigns are the urban, suburban and bourbon drivers.

**RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.**

**RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-time taverns in this historic spot where Jack London used to roam.**

You know there's something comparable about TV and football. Only the TV bigwigs have got a lot to learn about campaign tactics.

In football, when both lines are about equal, the offensive team may change tactics, try plays that might confuse the opposition, and stop trying to run straight ahead against a stone wall. They frequently use the "draw" play.

But nowadays on television, one network trots out a big feature, puts it on a time dominated by another big feature—and where do they get? About half an audience.

If they were smart they'd stagger their big program, put it on when the opposition had a weak program, thus getting almost a full degree of listenership. The masterminds of the TV big shorts might well study a little on football strategy.

**MIKE & ROSE'S BOYES SPRINGS STORE. For the finest steaks and your everyday meats, you'll never find a better market.**

**GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.**

D'ye know, all that the Hot Springs area needs to become a really big center of the entire Valley of the Moon is a bank!

Why don't we have our own bank? Simply because the two big boys which have branches in Sonoma just plain don't want a bank in the Springs.

A proposed branch from the Exchange bank of Santa Rosa failed to become established here about a year ago because of opposition from the established banks down at our southeastern suburb. That really was a mistake, because the Exchange branch would have gotten



more business than ever was conducted elsewhere in the Valley.

A bank here would "make" this Valley. But what to do?

If any community can show a need for a bank, the state banking commission will go along, grant permission, and extend its blessings. That need can be shown right here. Sure, the Sonoma banks serve Sonoma all right. They serve us, too, after a fashion. But why should a Springsite have to drive all the way to Sonoma to cash a check, make a deposit, or float a loan? There should be facilities here to care for these service needs.

So, we haven't been able to get a branch bank in the Springs. There is an alternative. We can always organize our own bank. It would take a campaign for stock subscription, true, but that wouldn't be too arduous a job. A bank building needn't be a mammoth, glamorous building—a small but adequate headquarters would suffice. If one or more of our civic leaders would go out and sign up the necessary stock subscriptions, we could have a bank here within six months.

If the Sonoma bank branches were smart they'd establish—shall we say—sub branches out here (in the sticks), with facilities for handling the minor functions of a bank—check cashing, making change, taking deposits, etc.

Why don't they get smart?

**BROADWAY CAFE, Sonoma.** Pop's back on the job, for good. It's a friendly place, you'll like. Off-sale, too. Drop in, anytime.

About the time you struggle up even with the Joneses, they re-finance!

**FIELDS' AUTO REPAIRS,** next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

**PAUL'S RESORT, Verano.** Favorite for banquets, group and family dinners. Splendid menu. Cocktail bar. Paul at the organ.

Every once in awhile we have mushrooms (canned variety) on toast. They're inexpensive and (if you like 'em) mighty good. But honestly they're not anywhere near as good as the morralls you go out and pick, in the spring, in the midwest. These little ones are a bit like sponges in looks, and when cooked shrink down to a very little. About eight years ago right here a fellow presented us with a mess o' mushrooms he called the "tree" variety, which he said grew along the tree trunks. They were pretty good, too, though we've never seen any since.

**FRIBERG DRUG STORE, So. Broadway, Sonoma.** Prescription specialists. A super drug store, large stocks. Soda fountain, too.

**POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge.** A modern shop, experienced operators. For appointment call 8-2673.



Lorraine Zilliotto, for several years employed at the Valley Drug store, has resigned and now is helping hubby Frank at Frank's Hardware. Not detracting a bit from Frank's exuberant personality, Lorraine will certainly add a bit of glamour to the establishment.

**SEE GREENGRASS** for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

**EL DORADO HOTEL, Sonoma.** Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

Our personal areas of knowledge might be listed as geography, printing, reporting, and music up to the operetta level.

And when we see these kids on various quiz shows—they know almost everything about the stock market, operas, Shakespeare, baseball, horses, arts and sciences, and whatnot—we get a little heartsick at how little we know.

There seems to us to be some injustice however. Instead of one question to be answered, they split 'em up into two to six or seven parts, and the poor contestants don't get just one question but a lot of them. Is that really fair.

**LEE STARRETT, Masseur, at Bathhouse, Boyes.** Massages, slenderizing. You'll look and feel better. Make it a habit.

**JIM'S MEATS, at Boyes Springs Food Center.** Only the very best in stock. Cut to your order. Delicatessen department. Drop in.

The Jim Nelson's have sold their delicatessen on the Boyes plaza to the Santa Rosa Tidwells, and will move this weekend to their new home in Santa Rosa. The Nelsons have been here about eight years, have been active in civic affairs and have worked hard; certainly they are entitled to a little relaxation. The Tidwells are a young couple making their first start in business, and should have the support of the community.

**THE CHICKEN HOUSE, Hiway 12, Boyes.** Our chicken is delicious. Same goes for home-made pies, and coffee. Make us prove it!

**BOYES SPRINGS FOOD CENTER.** Lowest prices, highest quality. Take-out license. Beverages. Friendly and fast service. One-Stop.

We understand that one of the most popular after-dinner speeches a man can make is, "I'll do the dishes, dear."

**B & L LAUNDROMAT, Feters.** Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

**AUTOMATIC WASHER & DRYER SERVICE.** Installation, repairs, all makes. 19551 Cypress Lane, Sonoma. P.O. Box 114. WE 8-3176.

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The new supervisor, succeeding James F. Lyttle, is Carson Mitchell, Schellville rancher. His selection ends a contest vigorously waged by Oscar M. (Mel) Larson Jr., Phil Pedley and John Poshepny. The new appointee is a hard-working civic-minded gregarious sort of individual. Pedley says he's going to run for the office when the new term comes up for election, in June, 1958. Maybe your editor will run, too, just for the helluvit. Just maybe it might be a horse race, with about 11 starters.

**BUD'S GARAGE.** Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

**SONOMA GROVE,** Hiway 12 south of Boyes. Italian dishes our specialty—but also steaks, poultry, roasts, seafood—everything!

After reading a recent press association dispatch from Paris we rather hoped that it was all just a bad dream. The dispatch related the gruesome news of the fashion capital's latest hysterics.

If one Jacques Heim has his way, our gals will be wearing gowns with bubble hips and hobble hems. Their hats will either be brow-gripping headbands somewhat reminiscent of "The Spirit of '76" or things shaped like melons, pineapples and beehives.

It is a temptation to comment further, and snidely, on bubble hips and melon heads, but we shall be strong. Just thought we'd warn you.

**R. A. "BOB" MILLER — "Yours for Life"**

Insurance Exclusively      Next to Telephone Co., Sonoma

**AQUA SOFT—Water Treating Co.** Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

Maybe you know this fellow: He rose early, intending to get to work on time. Then he fell down stairs, tripped on the garden path, scraped his car fender against the garage and got his car stuck in the mud in his driveway.

He decided to take the day off. Then he realized it was Sunday and he didn't have to work.

**OUR RESORT, El Verano.** Harvey and Melina your hosts. Home of the Stein Club. Draft beer. Mixed drinks to your liking.

**SONOMA MILL & LUMBER CO.,** Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

#### **LETTER TO THE EDITOR:**

Dear Mr. Little: In regard to a name for this area, I think it should all be called Agua Caliente, because it is noted for its hot springs and Agua Caliente means hot water in Spanish. The country was settled by the Spanish, which is all the more reason it should be called Agua Caliente.

I do not think it would be wise to change the name of Highway 12 here, as it would be confusing. We have friends and relatives in Ne-



vada and other places at quite a distance, and we always tell them to get on Highway 12 at Lodi and stay on it. If, when they got here and found another name, they probably would be confused and wonder if they were lost. Sincerely, CAROLYN EASTMAN. (Enjoy your Moonbeams a lot.)

**RAY'S SIGNAL SERVICE**, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries any time; varied stock. WE 8-5811.

**ROZARIO'S PALMS INN**, Verano. A comfortable, up-to-the-minute hotel, for the discriminating. Splendid dining room, and bar.

### THIS WEEK IN YOUR GARDEN

Still time to plant bare root roses and shrubs.

Start tuberous begonias if shoots have appeared.

Keep bulb beds watered and cultivated.

Lawns that look yellow can be given a light feeding now.

Finish winter pruning and spraying of roses and deciduous trees.

Hydrangeas can be replanted now, and if you want them to turn blue, apply iron or aluminum sulphate.

Ranunculus and anemones can be planted now. Soak the bulbs in water before planting.

Be sure to set out snail and slug bait. Young plants poking thru the soil are favorites of these pests now.

**TODD CONSTRUCTION - ESTIMATING SERVICE**. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

**DENNY'S COG CLUB**, Boyes. Sportsmen's headquarters. Friendly service and companionship. Finest in mixed drinks.

The Grandiflora is a new class of rose—a cross of the Hybrid Tea and the Floribunda which produces a flower halfway between the two in size. Because the class is so new, there are only a few varieties, the California Association of Nurserymen says.

**MENDEL'S CAFE**, Boyes Plaza. Splendid menu. Recently added: Spanish foods. Cocktail bar for the most discriminating.

**FRANK'S HARDWARE**, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

### COLLECT WEEDS AND FLOWERS—Tame or Wild—DRY THEM!

You miss half the pleasure of flower arranging if you pass up the dried arrangements—whether tame or wild. You find many choice things in the woods and fields including such wonderful items as wild flowers, cones, leaves, ferns, fungi, weeds, grasses, rocks and seed pods.

Here are a few of the numerous types of materials you can preserve for dried arrangements:

Wild plants: Bulbous buttercup, cattail, clover, cocklebur, fern,

goldenrod, milkweed, moss.

Flowers and vegetables—All of the standard favorites in both categories.

Pods for designs: Acacia, castor bean, chestnut burr, eucalyptus, magnolia, milkweed, mimosa, okra, poppy, teasel, trumpet vine, yucca.

Herbs and grasses: Fennel, mint, rosemary, thyme. Millet, rye, wheat, barley, oats, sorghum, corn. Pampas grass.

Seeds and seed heads: Alfalfa, apple, cantaloupe, corn, cucumber, hollyhock, lemon, magnolia, okra, onion, pea, poppy, sunflower.

**SONOMA FURNITURE MART, 113 West Napa St. Sal Argento.**

**Low overhead means greater values. See us for almost everything.**

**WILLARD FRENCH TV. 332 West Napa St., Sonoma. Phone WE**

**8-4242. 18 Years Full Time in Sonoma Valley. Repairs. Sales.**

As we go to press, the end result is not known—but Thursday the highway boys were painting white lines around the Boyes postoffice for the guidance of parkers, patrons, and others. Parking in that area has been a mess for a long time, and maybe now everything will be all right. Let's hope so.

**MAC DONALD'S JEWELRY, Sonoma. Watches, Rings, Shavers, Bands, Jewelry. Expert watch-clock repair service. Quality always.**

**YELL'S ACRES NURSERY, Glen Ellen. Good time of year to select our prize winning Dahlia tubers, and other of our specialties.**

#### **A PROGRAM FOR THE SPRINGS AREA**

**A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.**

**Creation of a Jack London state park.**

**Complete citywide paving, curbing, and sidewalks.**

**A bank of our own.**

**A name for Highway 12 suitable for our new city.**

**Traffic and parking control in the entire area.**

**Better street lighting.**

**A local chamber of commerce, devoted to Springs area promotion.**

**Procuring of rural delivery and carrier service, from Boyes postoffice.**

**More facilities, use, and suitable names for local Recreation District parks.**

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

**BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEBster 8-2686.**